



CALL FOR PHILIP MORRIS!

WORDS... and MUSIC—

158

You can't help inhaling—but you
can help your throat. Smoke—
AMERICA'S FINEST CIGARETTE

THE CURTAIN'S UP—
on smoking pleasure
without penalties—



CALL FOR PHILIP MORRIS!

You can't help inhaling—but you
can help your throat. Smoke—
AMERICA'S FINEST CIGARETTE

YEAR'S SMARTEST
LINE . . .



CALL FOR PHILIP MORRIS!

AMERICA'S FINEST CIGARETTE

PLAYING TO
BIGGER AUDIENCES
EVERY DAY!

America's Finest Cigarette. Better
in taste—proved better for you.
You can't help inhaling—but you
can help your throat!



FINAL CURTAIN
on smoking penalties



CALL FOR PHILIP MORRIS!

You can't help inhaling—but you
can help your throat. Smoke—
AMERICA'S FINEST CIGARETTE